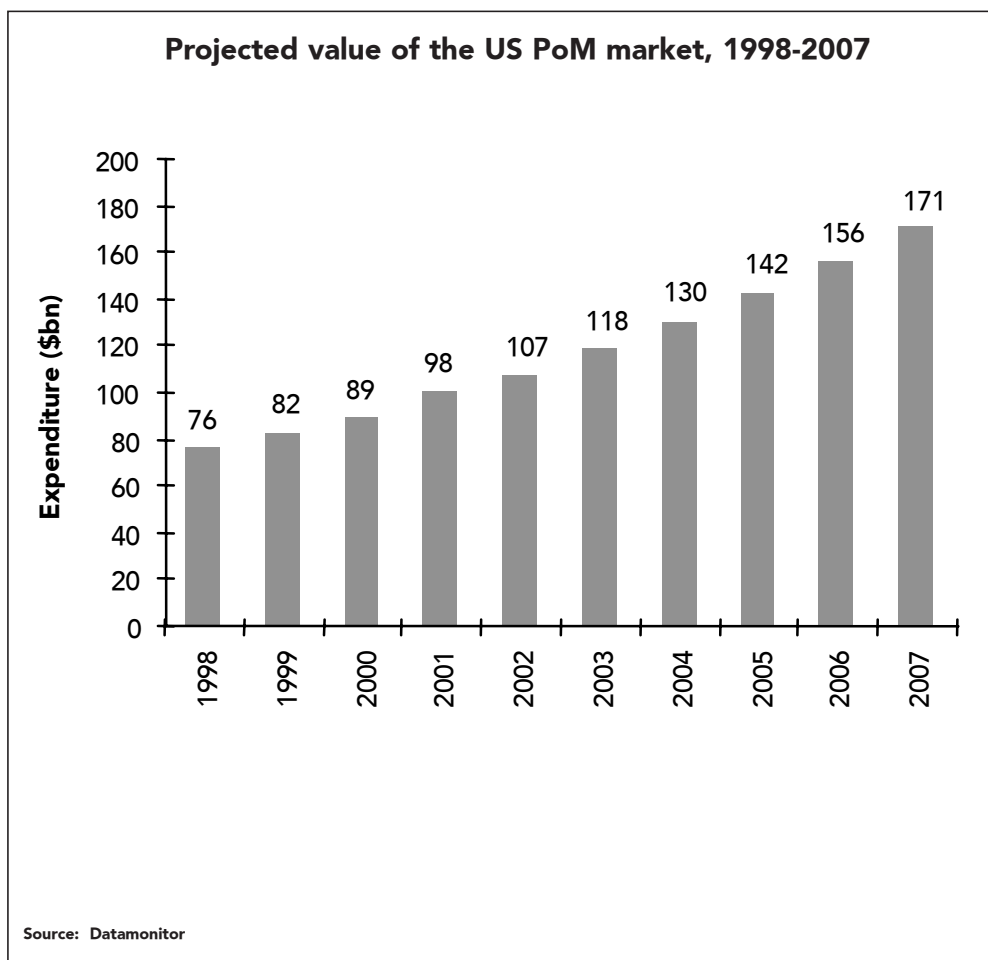


The US Healthcare Market: into the 21st Century

by David Sykes



"The vast projected increase in expenditure will offer pharmaceutical companies enormous opportunities to reap commercial reward if they are strategically placed to take advantage of these possibilities"

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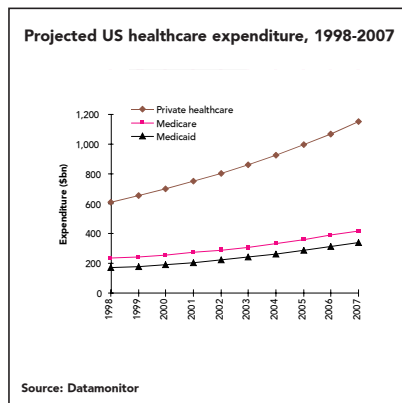
The strength of our **Healthcare** research and analysis function is derived from its access to unparalleled databases and libraries of information, its proprietary analytic techniques and its people. Staff are drawn from a very wide set of disciplines including strategic consultancy, medicine, pharmaceutical industry, IT consultancy, accountancy and legal practice. They have a large variety of functional skill bases, from technician to sales and marketing, and collectively speak numerous different European, Asian and other languages.

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Your guide to success



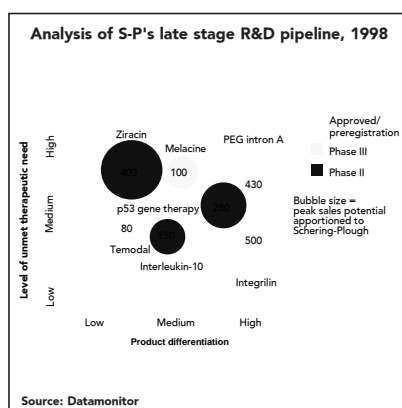
By 2007, private healthcare expenditures are projected to reach over \$1.1 trillion, an increase of nearly 90% from 1998. Annual expenditures on Medicare and Medicaid are projected to rise to \$416bn and \$337bn respectively. This offers significant commercial opportunities for US based pharmaceutical manufacturers

The US Healthcare Market into the 21st C Business Insights

Despite an increasing emphasis on cost containment in the healthcare system, US expenditures are projected to increase quite rapidly for the examined period, 1999-2007. There are a number of reasons for this including:

- rapid improvements in **healthcare technology** such as gene sequencing, which mean many conditions for which there have been no previous cures are becoming treatable;
- a stream of new **innovative drugs** which are creating demand in areas where high levels of unmet need have traditionally existed and proactive campaigns to raise patient awareness of diseases that have previously not been treated or treatable;
- a '**greying**' of the population which places even greater demands on healthcare services.

Research methodology



PEG Intron A (PEG interferon alpha-2b), has predicted peak sales of \$430m, following launch, which is likely to be before 2000. Less immediately, p53 gene therapy which is currently in Phase II trials is likely to be successful, with predicted peak sales of \$280m

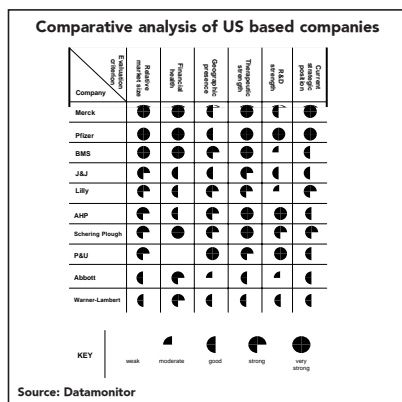
The US Healthcare Market into the 21st C Business Insights

Business Insights' report, '**The US Healthcare Market: into the 21st Century**' draws upon extensive primary research to analyze the current and future state of the US healthcare market.

The report identifies which companies have the potential to capitalize on the forthcoming opportunities within the US market and in which therapeutic segments whilst offering a fascinating insight into which US companies are set for impressive growth and those whose growth potential is limited.

Benchmarking the performance of the top 10 US based prescription only medicine (PoM) companies by financial performance, therapeutic strength, geographic presence and R&D strength, this insightful management report is your key resource to understanding the US healthcare system.

Structure and scope



After Merck and Pfizer, Schering-Plough and Lilly, of the top 10 US PoM companies, are currently in the next most favorable strategic position in terms of significant future growth

The Healthcare market into the 21st C
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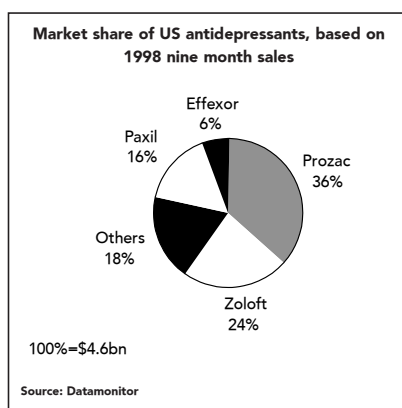
Company specific analysis - The top 10 US based PoM companies are analysed and the growth strategies within these companies are identified. Each company is assessed in a methodologically sound and consistent framework that concentrates on:

- financial performance and therapeutic strength
- geographic strength and R&D strength
- current strategic position and drug forecasts for major products to 2005 facilitating a strong comparative assessment of each of the companies examined.

Market specific analysis - The top therapeutic segments - cardiovascular, CNS, Infectious diseases and Cancer - are all analysed in terms of the following:

- size of the current market and sales of the leading products
- epidemiology of the disease including forecasts to 2005
- drug sales forecasts for the leading products to 2005

Key benefits



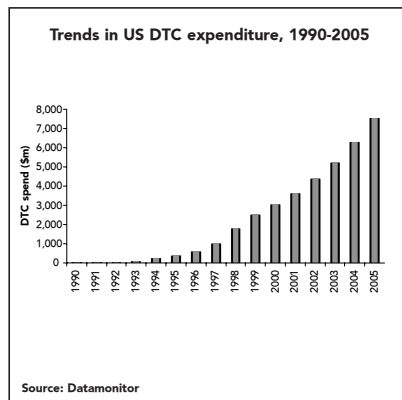
Lilly's Prozac enjoys the highest share of the US antidepressant market at 36%, followed by Zoloft and Paxil at 24% and 16%, respectively

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250 pages of analysis enabling you to:

- Understand the potential **commercial value** of the US healthcare market to 2005
- Identify the **leading products** in the major therapeutic segments
- Evaluate **patient potential** through epidemiological forecasts up to 2005
- Pinpoint products with the highest **sales potential** in company's R&D pipelines
- Identify the products forecast to lead the **major therapeutic segments** up to 2005
- Highlight which companies are in a position to take advantage of the forthcoming **commercial opportunities** in the US market
- Evaluate the **hot topics** that will drive the US market over the next two to three years

The industry standard



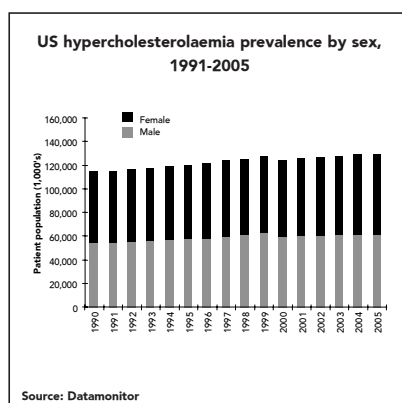
"DTC is hot. It will change forever how we sell our products"

Director of Marketing
US based top tier global company

Business Insights' 'The US Healthcare Market into the 21st Century' is clearly ahead of the competition, thanks to its quality research and analysis content, providing you with:

- An analysis of the current US healthcare system
- A comparative assessment of the top 10 US based companies
- An identification of who is best placed to take advantage of the current and future commercial opportunities
- Current US sales figures
- Epidemiological forecasts up to 2005
- US sales forecasts up to 2005
- An evaluation of the hot topics driving growth in the US market in the next two to three years

Who can benefit from this report?



The US Healthcare Market: into the 21st century offers an unparalleled insight into the biggest market in the world.

Director of Strategic Planning
Global top tier pharmaceutical company

Who can benefit from this report?

'The US Healthcare Market: into the 21st Century' is essential reading for Pharmaceutical, Biotechnology and Diagnostic companies alike and offers strategic implications for:

- CEO's
- R&D Managers
- Sales Directors
- Marketing professionals
- Product Managers
- New Product Development Managers
- Finance Directors
- Market Research Managers

Table of Contents

EXECUTIVE SUMMARY

CHAPTER 1: THE US HEALTHCARE MARKET

Summary

The US Healthcare system

General healthcare provision

Medicare and Medicaid

The free market

Pharmaceutical prescribing and dispensing

Pharmaceutical pricing

Utilisation of generics

Recent moves in cost containment

Healthcare expenditure

Projected healthcare expenditure

Managed care in the US

Managed care organisations

Pharmaceutical benefit managers

Integrated healthcare delivery systems

Disease management: evaluation of real results

CHAPTER 2 COMPANY ANALYSIS

Summary

The US pharmaceutical market

Projected PoM market values

The US industry's major players by Financial performance, Geographical sales distribution, Product pipeline, R&D pipeline and Drug forecasts

Merck

Schering-Plough

Pfizer

Bristol-Myers Squibb

Johnson & Johnson

Lilly

Abbott

Warner-Lambert

American Home Products

Pharmacia & Upjohn

Comparative analysis

CHAPTER 3: THE US CARDIOVASCULAR MARKET

Summary

The US cardiovascular market

Hyperlipidaemia

Epidemiology

Market Analysis

Drug forecasts

Hypertension

Epidemiology

Market analysis

Sales forecasts

Conclusions

CHAPTER 4: THE US CNS MARKET

Summary

The US CNS market

Depression

Epidemiology

Market analysis

Drug forecasts

Epilepsy

Epidemiology

Market analysis

Drug forecasts

Conclusions

CHAPTER 5: THE INFECTIOUS DISEASE MARKET

Summary

The Infectious disease market

HIV/AIDS

Prevalence of AIDS in the US

Incidence

Mortality

Market analysis

Drug forecasts

Conclusions

Herpes

Herpes simplex virus

Epidemiology

Market analysis

Drug forecasts

Varicella zoster virus

Epidemiology

Market analysis

Conclusions

CHAPTER 6: THE CANCER MARKET

Summary

The Cancer market

Epidemiology

Breast cancer

Cervical cancer

Colorectal cancer

Lung cancer

Market analysis & Drug Forecasts:

The Cytotoxic market

The hormone/hormone antagonist market

The adjunct therapy market

Conclusions

CHAPTER 7: HOT TOPICS

Summary

Introduction

DTC marketing

Cancer vaccines

Types of vaccine

Genericisation of ACE inhibitors

The Greying of the US population

CHAPTER 8: APPENDIX

Primary research methodology

Analytical methodology

Relative market size

Financial health

Geographic presence

Therapeutic strength

R&D strength

List of Figures

Figure 1.1: The growth of Medicare in the US

Figure 1.2: Generic share of the US prescription market, by volume, 1990-97

Figure 1.3: US healthcare expenditure, 1990-97

Figure 1.4: US healthcare expenditure per capita compared to selected countries, 1997

Figure 1.5: The US healthcare dollar, 1997-where it comes from

Figure 1.6: The US healthcare dollar 1997-how it is spent

Figure 1.7: US healthcare expenditure by major category

Figure 1.8: Projected US healthcare expenditure, 1998-2007

Table of Contents

Figure 2.9: The value of the US PoM market, 1990-97	1990-2005
Figure 2.10: The US PoM market by therapeutic segment, 1997	Figure 4.56: Market share of the leading US AEDs, based on nine month 1998 sales
Figure 2.11: Projected value of the US PoM market, 1998-2007	Figure 5.57: Segmentation of the US infectious disease market, 1997
Figure 2.12: Trends in Merck's sales, operating profit and profit as a percentage of sales, 1993-97	Figure 5.58: Segmentation of the US antiviral market, 1997
Figure 2.13: The geographic distribution of Merck's sales, 1997	Figure 5.59: Prevalence of AIDS in the US, 1991-1998
Figure 2.14: Analysis of Merck's late stage R&D pipeline	Figure 5.60: Number of HIV cases in the US by race/ethnicity, 1997
Figure 2.15: Trends in S-P's sales, operating profit and profit as a percentage of sales, 1993-97	Figure 5.61: Estimated mortality of AIDS in the US, 1991-1998
Figure 2.16: The geographic distribution of S-P's sales, 1997	Figure 5.62: Market share of leading HIV treatments, based on nine month 1998 sales
Figure 2.17: Analysis of S-P's late stage R&D pipeline, 1998	Figure 5.63: Breakdown of herpes infections by market value, 1997
Figure 2.18: Trends in Pfizer's sales, operating profit and profit as a percentage of sales, 1993-97	Figure 5.64: Market share of the leading antiherpes treatments, based on 1998 nine month sales
Figure 2.19: The geographic distribution of Pfizer's sales, 1997	Figure 6.65: US breast cancer incidence and mortality forecasts, 1998-2005
Figure 2.20: Analysis of Pfizer's late stage R&D pipeline	Figure 6.66: Cervical cancer incidence and mortality forecasts, 1998-2005
Figure 2.21: Trends in BMS's sales, operating profit and profit as a percentage of sales, 1993-97	Figure 6.67: US colorectal cancer incidence and mortality forecasts, 1998-2005
Figure 2.22: The geographic distribution of BMS's sales, 1997	Figure 6.68: US lung cancer incidence and mortality forecasts, 1998-2005
Figure 2.23: Analysis of BMS's late stage R&D pipeline	Figure 6.69: US market share of leading cytotoxics, based on nine month 1998 sales
Figure 2.24: Trends in J&J's sales, operating profit and profit as a percentage of sales, 1993-97	Figure 6.70: US market share of leading hormone/hormone antagonists, based on nine month 1998 sales
Figure 2.25: The geographic distribution of J&J's sales, 1997	Figure 6.71: US market share of anti-emetics, based on 1998 nine month estimated sales
Figure 2.26: Analysis of J&J's late stage R&D pipeline	Figure 7.72: Trends in US DTC expenditure, 1990-2005
Figure 2.27: Trends in Lilly's sales, operating profit and profit as a percentage of sales, 1993-97	Figure 7.73: The greying of America, by age cohort, 1995-2005
Figure 2.28: The geographic distribution of Lilly's sales, 1997	
Figure 2.29: Analysis of Lilly's late stage R&D pipeline	
Figure 2.30: Trends in Abbott's sales, operating profit and profit as a percentage of sales, 1993-97	
Figure 2.31: The geographic distribution of Abbott's sales, 1997	
Figure 2.32: Analysis of Abbott's late stage R&D pipeline	
Figure 2.33: Trends in Warner-Lambert's sales, operating profit and profit as a percentage of sales, 1993-97	
Figure 2.34: The geographic distribution of Warner-Lambert's sales, 1997	
Figure 2.35: Analysis of Warner-Lambert's late stage R&D pipeline	
Figure 2.36: Trends in AHP's sales, operating profit and profit as a percentage of sales, 1993-97	
Figure 2.37: Geographical distribution of AHP's total sales, 1997	
Figure 2.38: Analysis of AHP's late stage R&D pipeline	
Figure 2.39: Trends in P&U's sales, operating profit and profit as a percentage of sales, 1993-97	
Figure 2.40: The geographical distribution of P&U's sales, 1997	
Figure 2.41: Analysis of P&U's late stage R&D pipeline	
Figure 2.42: Comparative analysis of US based companies	
Figure 3.43: Breakdown of the US anti-hypercholesterolaemia market, 1997	
Figure 3.44: US hypercholesterolaemia prevalence by sex, 1991-2005	
Figure 3.45: The % of hypercholesterolaemics in the population for selected countries, 1999-2005	
Figure 3.46: US market share of statins, based on 9 month 1998 sales	
Figure 3.47: US hypertension prevalence, 1990-2005	
Figure 3.48: The % of hypertensives in the population for selected countries, 1997-2005	
Figure 3.49: Market share in the US anti-hypertensive market, 1997	
Figure 4.50: Breakdown of the US CNS market, by therapy area 1997	
Figure 4.51: The US prevalence of depressives, 1990-2005	
Figure 4.52: Value shares of the US antidepressant market, 1997	
Figure 4.53: Market share of US antidepressants, based on 1998 nine month sales	
Figure 4.54: US epilepsy prevalence, 1990-2005	
Figure 4.55: A comparison of epilepsy prevalence in seven countries,	

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